

## AMENDMENTS TO THE CLAIMS

1           1. (Canceled).

1           2. (Previously Presented)       The method of claim 29, wherein said first product  
2   configuration is a first vehicle and said second product configuration is a second vehicle.

1           3. (Previously Presented)       The method of claim 29, wherein processing the  
2   received data with a second computer system to generate a first product configuration further  
3   comprises:

4           selecting said first product configuration from at least one stored product configuration.

1           4. (Previously Presented)       The method of claim 29 wherein said first product  
2   configuration represents a configuration of a first vehicle and receiving data from the first  
3   computer system further comprises:

4           receiving a selection of a make of said first vehicle,  
5           receiving a selection of a model of said first vehicle, and  
6           receiving a selection of a trim level of said first vehicle.

1           5. (Previously Presented)       The method of claim 4, further comprising:  
2   receiving a selection of an equipment level of said first vehicle.

1           6. (Previously Presented)       The method of claim 29, further comprising:  
2   automatically generating a third product configuration, wherein said third product  
3   configuration is comparable to said first product configuration with regard to a  
4   product type.

1           7. (Previously Presented)       The method of claim 6, wherein said third product  
2   configuration is also comparable to said first product configuration with regard to a product  
3   price.

1           8. (Canceled).

1           9. (Previously Presented)       The method of claim 31, wherein said first product  
2 configuration is a first vehicle and said second product configuration is a second vehicle.

1           10. (Previously Presented)      The computer system of claim 31 further  
2 comprising code encoded in said computer readable medium and executable by said processor to  
3 cause said processor to:  
4           select said first product configuration from at least one stored product configuration.

1           11. (Previously Presented)      The computer system of claim 31 wherein said first  
2 product configuration represents a configuration of a first vehicle and said and said received  
3 data further comprises:  
4           selection of a make of said first vehicle,  
5           selection of a model of said first vehicle, and  
6           selection of a trim level of said first vehicle.

1           12. (Previously Presented)      The computer system of claim 11, wherein said  
2 received data further comprises selection of an equipment level of said first vehicle.

1           13. (Previously Presented)      The computer system of claim 31 further  
2 comprising code encoded in said computer readable medium and executable by said processor to  
3 cause said processor to:  
4           automatically generate a third product configuration, wherein said third product  
5           configuration is comparable to said first product configuration with regard to a  
6           product type.

1           14. (Previously Presented)      The computer system of claim 13, wherein said  
2 third product configuration is also comparable to said first product configuration with regard to a  
3 product price.

1           15. (Canceled).

1        16. (Previously Presented)      The computer program product of claim 33,  
2 wherein said first product configuration is a first vehicle and said second product configuration is  
3 a second vehicle.

1        17. (Previously Presented)      The computer program product of claim 33 further  
2 comprising code encoded in said computer program product to cause the computer system to:  
3            a select said first product configuration from at least one stored product configuration.

1        18. (Previously Presented)      The computer program product of claim 33 wherein  
2 said first product configuration represents a configuration of a first vehicle and said received data  
3 further comprises:

4            selection of a make of said first vehicle,  
5            selection of a model of said first vehicle, and  
6            selection of a trim level of said first vehicle.

1        19. (Previously Presented)      The computer program product of claim 18,  
2 wherein said received data further comprises:  
3            selection of an equipment level of said first vehicle.

1        20. (Previously Presented)      The computer program product of claim 33 further  
2 comprising code encoded in said computer program product to cause the computer system to:  
3            automatically generate a third product configuration, wherein said third product  
4            configuration is comparable to said first product configuration with regard to a  
5            product type.

1        21. (Previously Presented)      The computer program product of claim 20,  
2 wherein said third product configuration is also comparable to said first product configuration  
3 with regard to a product price.

1        22. (Canceled).

1           23. (Withdrawn) The computer system of claim 35, wherein said first product  
2 configuration is a first vehicle and said second product configuration is a second vehicle.

1           24. (Withdrawn) The computer system of claim 35, further comprising:  
2           means for selecting said first product configuration from at least one stored product  
3           configuration.

1           25. (Withdrawn) The computer system of claim 35 wherein said received data  
2 further comprises:

3           selection of a make of said first vehicle,  
4           selection of a model of said first vehicle, and  
5           selection of a trim level of said first vehicle.

1           26. (Withdrawn) The computer system of claim 25 wherein said received data  
2 further comprises:

3           selection of an equipment level of said first vehicle.

1           27. (Withdrawn) The computer system of claim 35, further comprising:  
2           means for automatically generating a third product configuration, wherein said third  
3           product configuration is comparable to said first product configuration with  
4           regard to a product type.

1           28. (Withdrawn) The computer system of claim 27, wherein said third product  
2 configuration is also comparable to said first product configuration with regard to a product  
3 price.

1           29. (Currently Amended) A method of comparing products wherein at least one of  
2 the products is automatically generated, the method comprising:  
3           receiving data from a first computer system, wherein the received data includes product  
4           configuration data;

5 processing the received data with a second computer system to generate a first product  
6 configuration;  
7 providing data to the first computer system to allow the first computer system to display  
8 the first product configuration;  
9 receiving [[a]] an auto-generate request, separate from the received data, from the first  
10 computer system to automatically generate a second product configuration that is  
11 comparable to the first product configuration, wherein the auto-generate request  
12 includes data representing criteria to establish a basis for comparability between  
13 the first product configuration and the second product configuration;  
14 processing the auto-generate request with the second computer system to automatically  
15 generate the second product configuration in accordance with the criteria to  
16 establish a basis for comparability between the first product configuration and the  
17 second product configuration; and  
18 providing data to the first computer system to allow the first computer system to display  
19 the first and second product configurations and allow comparison of features of  
20 the first and second product configurations.

1 30. (Withdrawn) The method of claim 29 further comprising:  
2 receiving comparison criteria data from the first computer system, wherein the  
3 comparison criteria data specifies comparison criteria upon which to generate the  
4 second product configuration.

1 31. (Currently Amended) A computer system comprising:  
2 a processor;  
3 a computer readable medium coupled to said processor; and  
4 computer code encoded in said computer readable medium and executable by said  
5 processor to cause said processor to:  
6 receive data from a first computer system, wherein the received data includes  
7 product configuration data;  
8 process the received data to generate a first product configuration;

9 provide data to the first computer system to allow the first computer system to  
10 display the first product configuration;  
11 receive [[a]] an auto-generate request, separate from the received data, from the  
12 first computer system to automatically generate a second product  
13 configuration that is comparable to the first product configuration, wherein  
14 the auto-generate request includes data representing criteria to establish a  
15 basis for comparability between the first product configuration and the  
16 second product configuration;  
17 process the auto-generate request with the second computer system to  
18 automatically generate the second product configuration in accordance  
19 with the criteria to establish a basis for comparability between the first  
20 product configuration and the second product configuration; and  
21 provide data to the first computer system to allow the first computer system to  
22 display the first and second product configurations and allow comparison  
23 of features of the first and second product configurations.

1 32. (Withdrawn) The computer system of claim 31 further comprising code encoded  
2 in said computer readable medium and executable by said processor to cause said processor to:  
3 receive comparison criteria data from the first computer system, wherein the comparison  
4 criteria data specifies comparison criteria upon which to generate the second  
5 product configuration.

1 33. (Currently Amended) A computer program product comprising code encoded in  
2 said computer program product to cause a computer system to:  
3 receive data from a first computer system, wherein the received data includes  
4 product configuration data;  
5 process the received data to generate a first product configuration;  
6 provide data to the first computer system to allow the first computer system to  
7 display the first product configuration;  
8 receive [[a]] an auto-generate request, separate from the received data, from the  
9 first computer system to automatically generate a second product

10 configuration that is comparable to the first product configuration, wherein  
11 the auto-generate request includes data representing criteria to establish a  
12 basis for comparability between the first product configuration and the  
13 second product configuration;  
14 process the auto-generate request to automatically generate the second product  
15 configuration in accordance with the criteria to establish a basis for  
16 comparability between the first product configuration and the second  
17 product configuration; and  
18 provide data to the first computer system to allow the first computer system to  
19 display the first and second product configurations and allow comparison  
20 of features of the first and second product configurations.

1 34. (Withdrawn) The computer program product of claim 33 further comprising code  
2 encoded in said computer program product to cause the computer system to:  
3 receive comparison criteria data from the first computer system, wherein the comparison  
4 criteria data specifies comparison criteria upon which to generate the second  
5 product configuration.

1 35. (Withdrawn) A computer system to compare products wherein at least one of the  
2 products is automatically generated, the computer system comprising:  
3 means to receive data from a first computer system, wherein the received data includes  
4 product configuration data;  
5 means to process the received data to generate a first product configuration;  
6 means to provide data to the first computer system to allow the first computer system to  
7 display the first product configuration;  
8 means to receive a request from the first computer system to automatically generate a  
9 second product configuration that is comparable to the first product configuration;  
10 means to process the request to automatically generate the second product configuration;  
11 and

12 means to provide data to the first computer system to allow the first computer system to  
13 display the first and second product configurations and allow comparison of  
14 features of the first and second product configurations.

1 36. (Withdrawn) The method of claim 35 further comprising:  
2 means to receive comparison criteria data from the first computer system, wherein the  
3 comparison criteria data specifies comparison criteria upon which to generate the  
4 second product configuration.

1 37. (Withdrawn) A computer system to allow a user to compare multiple product  
2 configurations, the computer system comprising:

3 a processor;  
4 a computer readable medium coupled to said processor; and  
5 computer code encoded in said computer readable medium and executable by said  
6 processor to cause said processor to:  
7 communicate with a web site computer system;  
8 transmit data to the web site computer system, wherein the transmitted data  
9 includes product configuration data to allow the web site computer system  
10 to generate a first product configuration;  
11 transmit a request to the web site computer system to automatically generate a  
12 second product configuration that is comparable to the first product  
13 configuration;  
14 receive data from the web site computer system to display the first product  
15 configuration and display the second, automatically generated product  
16 configuration and allow comparison of features of the first and second  
17 product configurations.

1 38. (Withdrawn) The computer system of claim 37 further comprising:  
2 transmitting comparison criteria data to the web site computer system, wherein the  
3 comparison criteria data specifies comparison criteria for the web site computer  
4 system to reference in generating the second product configuration.

1           39. (Withdrawn) The computer system of claim 37 wherein said first product  
2 configuration is a first vehicle and said second product configuration is a second vehicle.

1           40. (New) The method of claim 29 wherein the criteria upon which to automatically  
2 generate a second product configuration that is comparable to the first configuration is a member  
3 of the group consisting of price and features.

1           41. (New) The computer system of claim 31 wherein the criteria upon which to  
2 automatically generate a second product configuration that is comparable to the first  
3 configuration is a member of the group consisting of price and features.

1           42. (New) The computer program product of claim 33 wherein the criteria upon  
2 which to automatically generate a second product configuration that is comparable to the first  
3 configuration is a member of the group consisting of price and features.